

REP HEADLINE# 6295626  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG23/12 14.41  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/B NELSON/D/SEN/FL REP. # OFF. # SALESMAN #

AGY # AGY. NAME ABAR HUTTON MEDIA BUYER NAME SHELLI HUTTON

6190 GROVEDALE COURT, SUITE 200 SALES PRSN WA- MEGHAN MCGARR (H)

ALEXANDRIA, VA 22310

ORDER # CONTRACT # 6295626 CLASS: NATL. LOCAL REGIONAL

PRDCT BILL NELSON 4 SENATE EST#476 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP25/12 OCT1/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG23/12 14.41

REP: NEW ORDER  
TTL 61150 @ 80X  
PLS CFM  
THANKS, MIKE FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
BILL NELSON FOR SENATE

U/M: 4850

9/11/12

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :  
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 476

1 500A-530A 30 \$75.00 9/25 9/28 4 TU-F 4

PROGRAM : 5AM NEWS  
CON COM1 : 5AM NEWS

2 500A-530A 30 \$75.00 10/1 10/1 1 MON 1

PROGRAM : 5AM NEWS  
CON COM1 : 5AM NEWS

3 530A-600A 30 \$125.00 9/25 9/28 3 TU-W, F 3

PROGRAM : 530AM NEWS  
CON COM1 : 530AM NEWS

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			600A-700A PROGRAM : 6AM NEWS CON COM1: 6AM NEWS	30		\$700.00	9/25	9/28	4		TU-F	4
5			600A-700A PROGRAM : 6AM NEWS CON COM1: 6AM NEWS	30		\$700.00	10/1	10/1	1		MON	1
6			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$900.00	9/25	9/28	8		TU-F	8
7			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$900.00	10/1	10/1	2		MON	2
8			200P-300P PROGRAM : RACHEL RAY CON COM1: RACHEL RAY	30		\$125.00	9/25	9/28	4		TU-F	4
9			200P-300P PROGRAM : RACHEL RAY CON COM1: RACHEL RAY	30		\$125.00	10/1	10/1	1		MON	1
10			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$300.00	9/25	9/28	4		TU-F	4
11			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$300.00	10/1	10/1	1		MON	1
12			500P-530P PROGRAM : 5PM NEWS CON COM1: 5PM NEWS	30		\$450.00	9/25	9/27	2		TU,TH	2

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13			500P-530P PROGRAM : 5PM NEWS CON COM1: 5PM NEWS	30		\$450.00	10/1	10/1	1		MON	1
14			530P-600P PROGRAM : 530PM NEWS CON COM1: 530PM NEWS	30		\$900.00	9/25	9/28	4		TU-F	4
15			530P-600P PROGRAM : 530PM NEWS CON COM1: 530PM NEWS	30		\$900.00	10/1	10/1	1		MON	1
16			600P-630P PROGRAM : 6PM NEWS CON COM1: 6PM NEWS	30		\$1,200.00	9/25	9/28	4		TU-F	4
17			600P-630P PROGRAM : 6PM NEWS CON COM1: 6PM NEWS	30		\$1,200.00	10/1	10/1	1		MON	1
18			630P-700P PROGRAM : NBC NEWS CON COM1: NBC NEWS	30		\$2,000.00	9/25	9/28	4		TU-F	4
19			630P-700P PROGRAM : NBC NEWS CON COM1: NBC NEWS	30		\$2,000.00	10/1	10/1	1		MON	1
20			700P-730P PROGRAM : NEWS CON COM1: NEWS	30		\$500.00	9/25	9/28	4		TU-F	4
21			700P-730P PROGRAM : NEWS CON COM1: NEWS	30		\$500.00	10/1	10/1	1		MON	1

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22			730P-800P	30		\$500.00	9/25	9/28	4		TU-F	4
			PROGRAM : ET									
			CON COM1: ET									
23			730P-800P	30		\$500.00	10/1	10/1	1		MON	1
			PROGRAM : ET									
			CON COM1: ET									
24			800P-1000P	30		\$4,500.00	10/1	10/1	1		MON	1
			PROGRAM : VOICE									
			CON COM1: VOICE									
25			700P-815P	30		\$1,700.00	9/30	9/30	1		SUN	1
			PROGRAM : FBALL NIGHT IN AM									
			CON COM1: FBALL NIGHT IN AM									
26			1100P-1130P	30		\$1,250.00	9/26	9/30	5		W-SU	5
			PROGRAM : 11PM NEWS									
			CON COM1: 11PM NEWS									
27			1100P-1130P	30		\$1,250.00	10/1	10/1	1		MON	1
			PROGRAM : 11PM NEWS									
			CON COM1: 11PM NEWS									
28			1130P-1230A	30		\$325.00	9/26	9/28	2		W,F	2
			PROGRAM : TONIGHT SHOW									
			CON COM1: TONIGHT SHOW									
29			1230A-130A	30		\$100.00	9/26	9/28	2		W,F	2
			PROGRAM : FALLON									
			CON COM1: FALLON									
30			700A-900A	30		\$250.00	9/29	9/29	1		SAT	1
			PROGRAM : SAT TODAY									
			CON COM1: SAT TODAY									

1130P-12M due  
 NFL

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			900A-1000A	30		\$150.00	9/29	9/29	1	144	SAT	1
PROGRAM : SAT 9AM NEWS												
CON COM1: SAT 9AM NEWS												
32			600P-630P	30		\$700.00	9/29	9/29	1	144	SAT	1
PROGRAM : SAT 6PM NEWS												
CON COM1: SAT 6PM NEWS												
33			800A-900A	30		\$250.00	9/30	9/30	1		SUN	1
PROGRAM : SUN TODAY												
CON COM1: SUN TODAY												
34			900A-1000A	30		\$150.00	9/30	9/30	1		SUN	1
PROGRAM : SUN NEWS												
CON COM1: SUN NEWS												
35			600P-630P	30		\$375.00	9/30	9/30	1		SUN	1
PROGRAM : SUN 6PM NEWS												
CON COM1: SUN 6PM NEWS												
36			630P-700P	30		\$2,500.00	9/30	9/30	1		SUN	1
PROGRAM : SUN NEWS												
CON COM1: SUN NEWS												
SEP/12			46850.00			OCT/12						
						14300.00						
CONTRACT TOTAL												61150.00
TOTAL SPOTS												80

MARKET TOTALS \$254,791 WFLA 24% WFTS 17% WTSP 25% WTVT 26% WTOG 0% WTTA 2% WMOR 2%  
 ESTIMATED SHARES WMOX 0% WXPX 0% WWSB 4% CABL 0%

SVC- NSI  
 DEMOS- RA35+\*

Abar Hutton Media  
6190 Grovedale CT #200  
Alexandria VA 22310

Bill Nelson/ D/ State Senate/ FL  
Submission Number 759 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Bill Nelson/ D/ State Senate/ FL	Submission Cost:	57800	Campaign Ref:	E:120905053
Buyer:	FL	Client/Product/Estimate:	. / . / 476	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06295626
Est./PO Number:	06295626	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Bill Nelson 4 Senate	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
1	M-F 5a News .TWTF..	06	75	30 Comme	Nbr of Spots 4		4	300
2	M-F 5a News M.....	06	75	30 Comme	Nbr of Spots 1		1	75
3	M-F 530a News .TWTF..	06	125	30 Comme	Nbr of Spots 3		3	375
4	M-F 6a News .TWTF..	03	700	30 Comme	Nbr of Spots 4		4	2800
5	M-F 6a News M.....	03	700	30 Comme	Nbr of Spots 1		1	700
6	M-F 7a Today Show .TWTF..	03	900	30 Comme	Nbr of Spots 8		8	7200
7	M-F 7a Today Show M.....	03	900	30 Comme	Nbr of Spots 2		2	1800
8	M-F 2p Rachael Ray .TWTF..	06	125	30 Comme	Nbr of Spots 4		4	500
Weekly Totals: Total Spots(Ord Spots)					64	14	78	
Open PR					-1		-1	-2500

Abar Hutton Media  
6190 Grovedale CT #200  
Alexandria VA 22310

Bill Nelson/ D/ State Senate/ FL  
Submission Number 759 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Bill Nelson/ D/ State Senate/ FL	Submission Cost:	57800	Campaign Ref:	E:120905053
Buyer:	FL	Client/Product/Estimate:	1/1476	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06295626
Est./PO Number:	06295626	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
9	M-F 2p Rachael Ray M.....	06	125	30 Comme		1	1	125
10	M-F 4p Dr Oz ..TWTF..	06	300	30 Comme	4		4	1200
11	M-F 4p Dr Oz M.....	06	300	30 Comme		1	1	300
12	M-F 5p News ..T.T...	06	450	30 Comme	2		2	900
13	M-F 5p News M.....	06	450	30 Comme		1	1	450
14	M-F 530p News ..TWTF..	03	900	30 Comme	4		4	3600
15	M-F 530p News M.....	03	900	30 Comme		1	1	900
16	M-F 6p News ..TWTF..	03	1200	30 Comme	4		4	4800
17	M-F 6p News M.....	03	1200	30 Comme		1	1	1200
18	M-F 630p ET / 530p CT NBC Nightly News ..TWTF..	03	2000	30 Comme	4		4	8000
Weekly Totals: Total Spots(Ord Spots)					64	14	78	
Open PR					-1		-1	-2600

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6190 Grovedale CT #200  
Alexandria VA 22310

Bill Nelson/ D/ State Senate/ FL  
Submission Number 759 Issue 1



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Tampa, FL 33601

PHONE (813) 228-8888

Original

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Buyer:	FL	Client/Product/Estimate:	. / 1476	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06295626
Est./PO Number:	06295626	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
19	M-F 630p ET / 530p CT NBC Nightly News M.....	03	2000	30 Comme		1	1	2000
20	M-F 7p News .TWTF..	06	500	30 Comme	4		4	2000
21	M-F 7p News M.....	06	500	30 Comme		1	1	500
22	M-F 730p Entertainment Tonight .TWTF..	06	500	30 Comme	4		4	2000
23	M-F 730p Entertainment Tonight M.....	06	500	30 Comme		1	1	500
24	Mon 8-10p ET / 7-9p CT Voice M.....	06	4500	30 Comme		1	1	4500
25	Sun 7p ET / 6p CT Football Night In America .....S	06	1700	30 Comme	1		1	1700
26	M-Su 11p News ..WTFS.	03	1250	30 Comme	4		4	5000
27	M-Su Late News Late Run .....S	03	1250	30 Comme	1		1	1250
28	M-Su 11p News	03	1250	30 Comme		1	1	1250
Weekly Totals: Total Spots(Ord Spots)					64	14	78	
Open PR					-1		-1	-2500



Abar Hutton Media  
6190 Grovedale CT #200  
Alexandria VA 22310

Bill Nelson/ D/ State Senate/ FL  
Submission Number 759 Issue 1

News Channel 8  
on your side

MeTV

TBO.com  
Tampa Bay Online

WFLA-TV

P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Bill Nelson/ D/ State Senate/ FL	Submission Cost:	57800	Campaign Ref:	E:120905053
Buyer:	...	Client/Product/Estimate:	. / .476	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06295626
Est/PO Number:	06295626	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
29	M-F 1135p ET / 1035p CT Tonight Show ..W.F..	06	325	30 Comme	2		2	650
30	M-F 1237a ET / 1137p CT Late Night ..W.F..	06	100	30 Comme	2		2	200
31	Sat 7a Today Show .....S.	06	250	30 Comme	1		1	250
32	Sun 8a Today Show .....S.	06	250	30 Comme	1		1	250
33	Sun 9a News .....S.	06	150	30 Comme	1		1	150
34	Sun 6p News .....S.	06	375	30 Comme	1		1	375
35	Sun 630p ET / 530p CT NBC Nightly News .....S.	03	2500	30 Comme	1		1	2500
Weekly Totals: Total Spots(Ord Spots)					64	14	78	
Open PR					-1		-1	-2500

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
35	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	09/24/12	Open Pre Emption	2,500.00		0000000000	E:120905053

Grand Totals

		Month 9 Weeks: 5			Month 10 Weeks: 4			
		09/24			10/01			
Spots	Totals	78			64			14
Cost		60300			46000			14300

Grand Totals:								
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Spots:	78
Gross Total:	57,800.00
Commission:	8,670.00
Net Total:	49,130.00